



The Athletic Trainers' Role in the Changing Healthcare Market

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WE are the missing piece!

Objectives

- Explain team based health care vs. patient centered health care
- Identify opportunities made available to ATs in today's healthcare market
- Explain initiatives/strategies identified by Healthcare Reform Workgroup
- Define ROI, and identify tools to demonstrate ROI in an AT's practice
- Integrate advocacy and value strategies into an AT's practice, including patient outcome surveys

Conflict of Interest

No Conflicts

- The views expressed in these slides and in today's discussion are mine alone
- My view may not be the same as the views of my company, clients, or colleagues
- I have no financial interests or conflicts in regard to the information provided
- Participants must use discretion when using the information contained in this presentation



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DENTON • SANGER • AUBREY



TRAINERS CONVENTION
KANSAS CITY, MO., JUNE 24, 1950

679935
Montgomery
Fort K.

Then and Now

• History

- Behind the scenes
- Support/Athletics Staff
- Little to no recognition
- Educational Apprenticeship

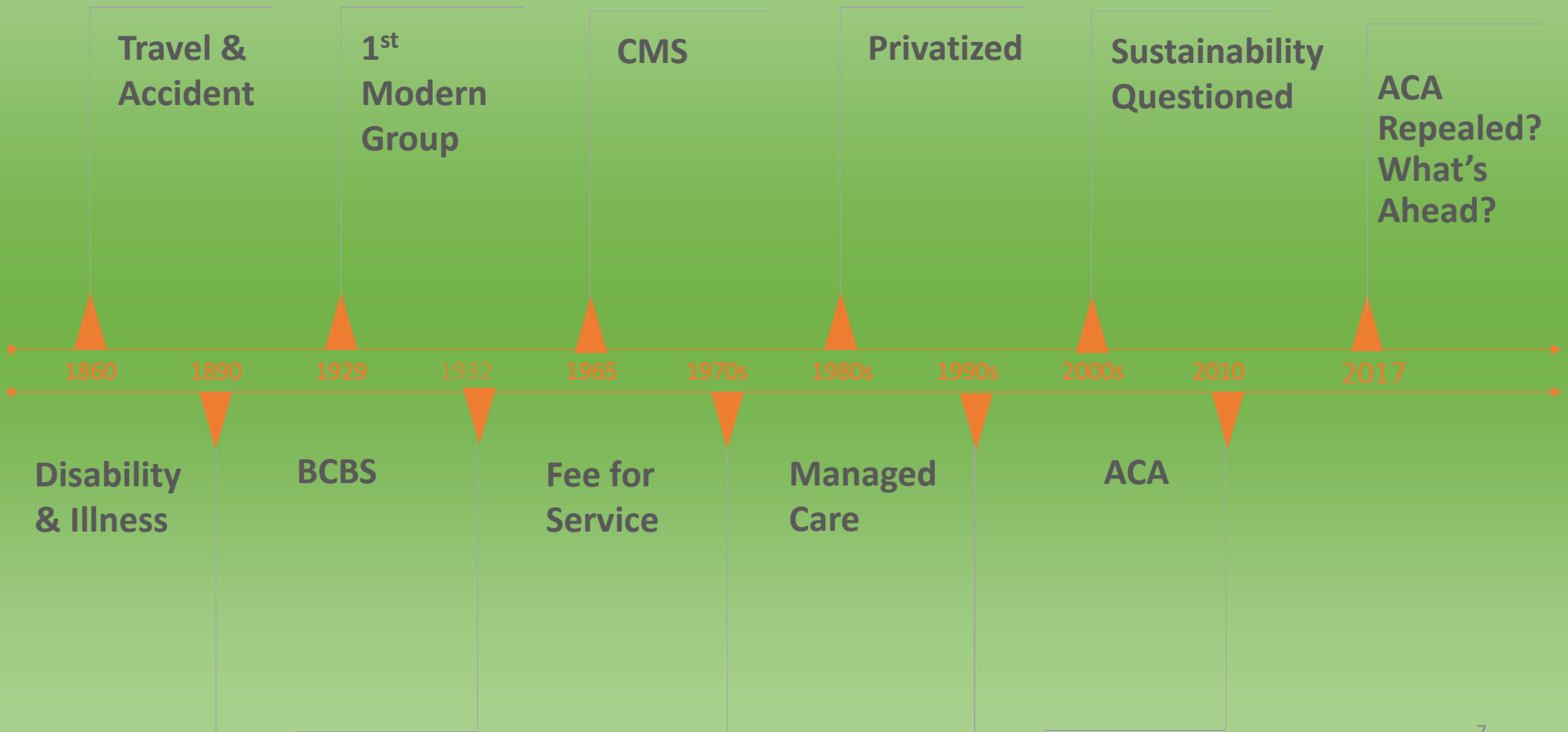


• Today

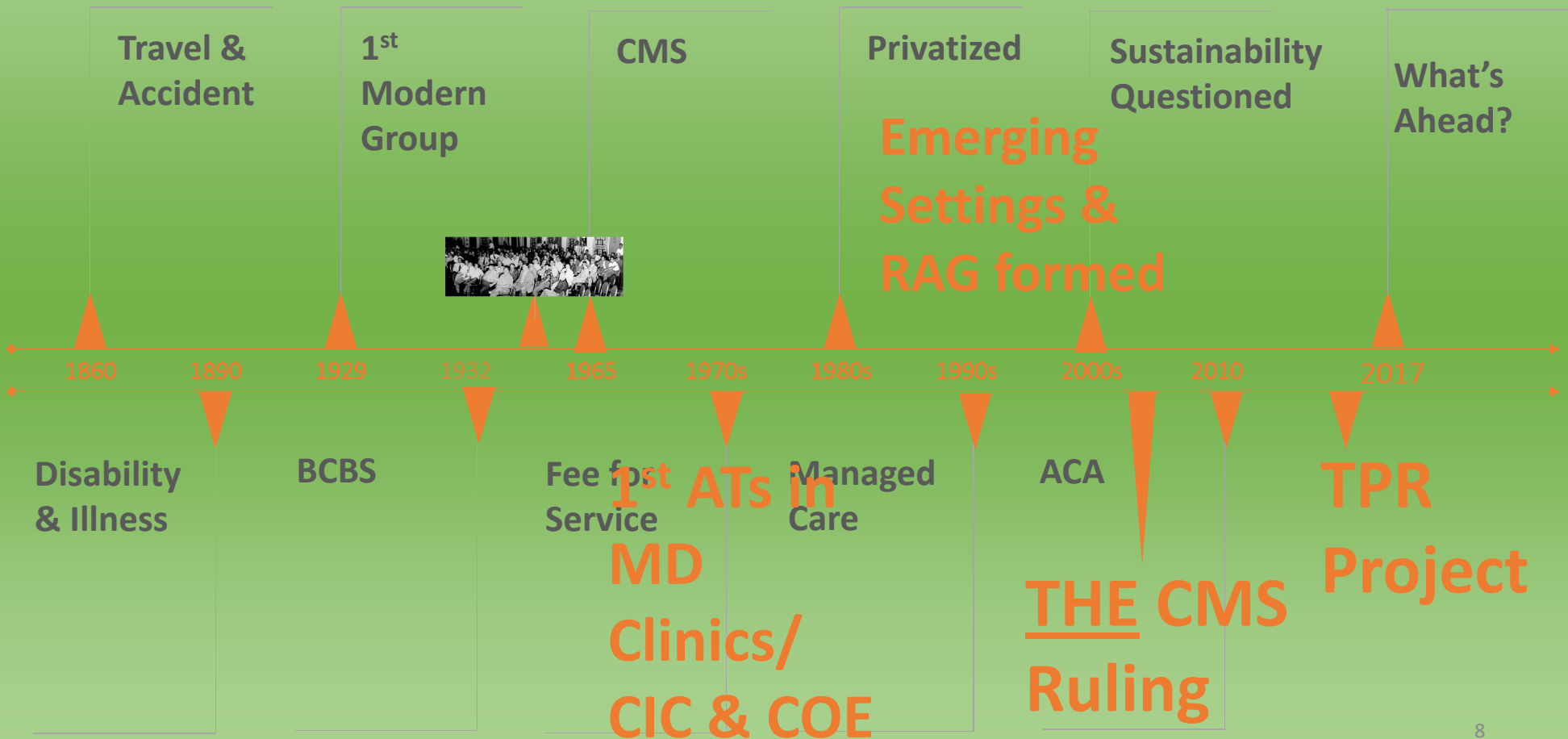
- Multiple Settings
- Health Care Provider
- Medical Model
- Education Reform



Healthcare



ATs in Healthcare



What happened?

- **2002**—CMS approved a policy restricting PM&R to PTs, OTs, and SLPs
- CMS Lawsuit
- Legislative Fix
- Regulatory activity



Good News/Bad News

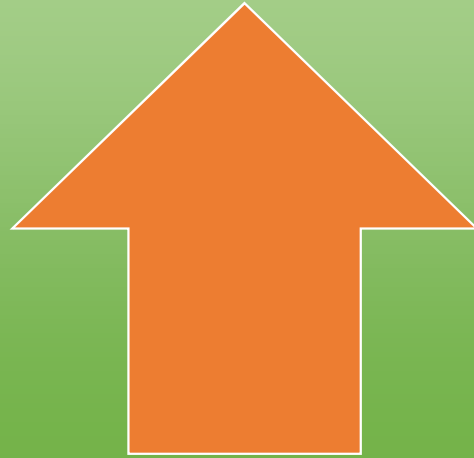
Bad

Legislative Fix
Difficult

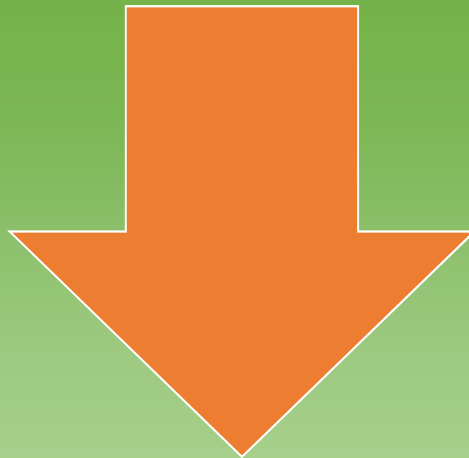


Good

Only applies to
fee for service



Value
Based

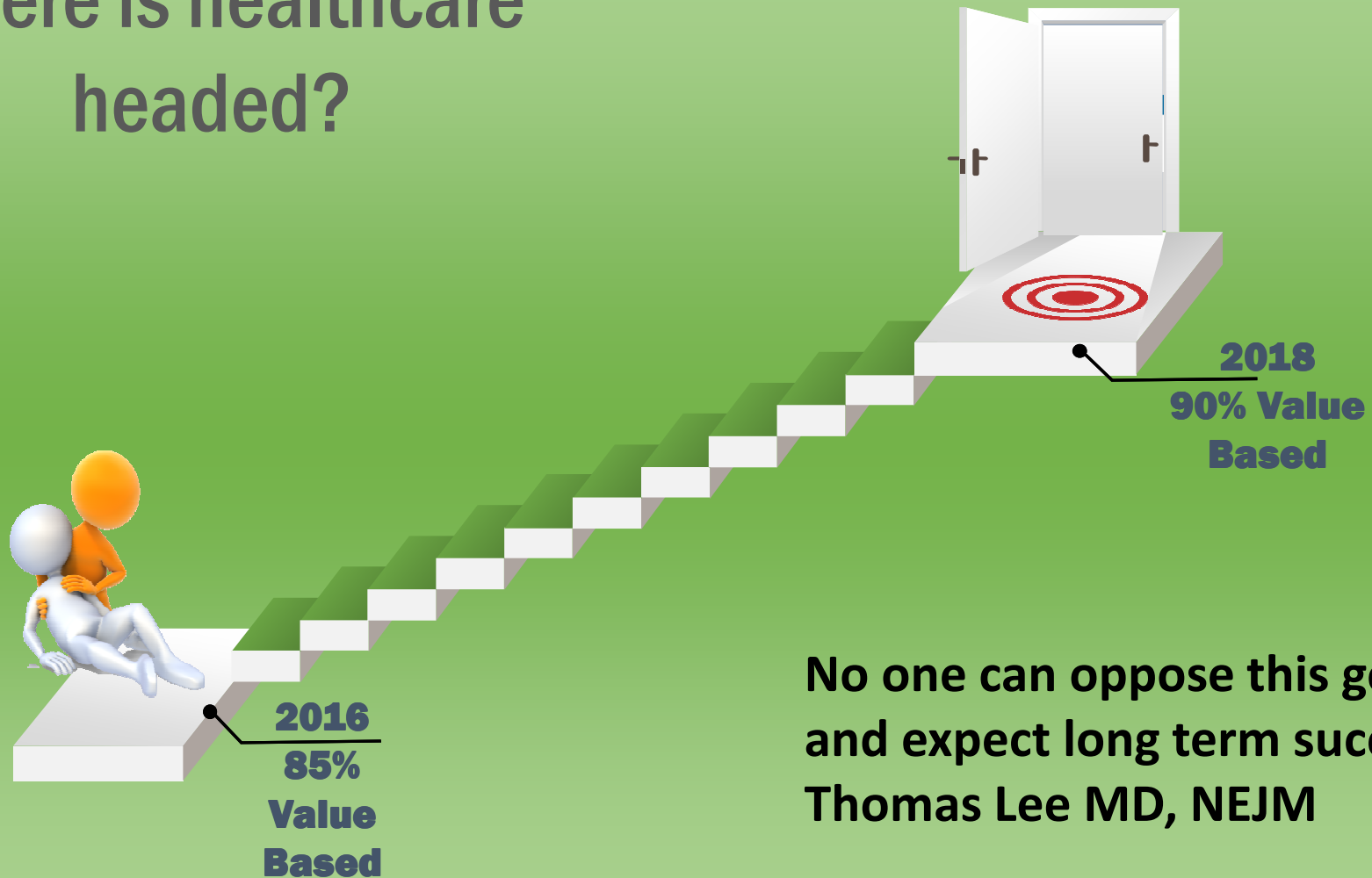


Fee for
Service



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Where is healthcare headed?



No one can oppose this goal
and expect long term success.
Thomas Lee MD, NEJM

Quadruple Aim

- Improve Health
- Improving patient experience
 - Quality
 - Safety
- Decrease Costs
- Care OF the provider



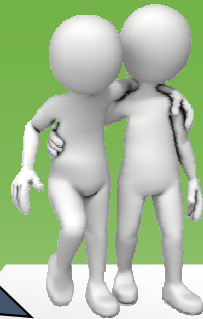
OPPORTUNITY



Climbing the Stairs of Healthcare



Provide a
necessary
and valuable
healthcare
service



Embrace our strengths
as providers.





Top Ten Healthcare Issues in 2017

Adapt for Value

1. Under a new administration, the fate of the ACA remains unclear
2. Pharma's new strategic partner? Patients
3. Easing the training wheels off value-based payment
4. Insert your card here for healthcare

Innovate for Value

- 5. Paging Dr. Drone: It's time to prepare for emerging technologies
- 6. The battle against infectious diseases sparks invention
- 7. Rx cauliflower: Nutrition moves to population health



Building for Value

- 8. Putting the brakes – gently - on drug prices
- 9. A year of new partnerships and collaborations
- 10. Preparing medical students for work in a value-based world



PwC Health Resource Institute

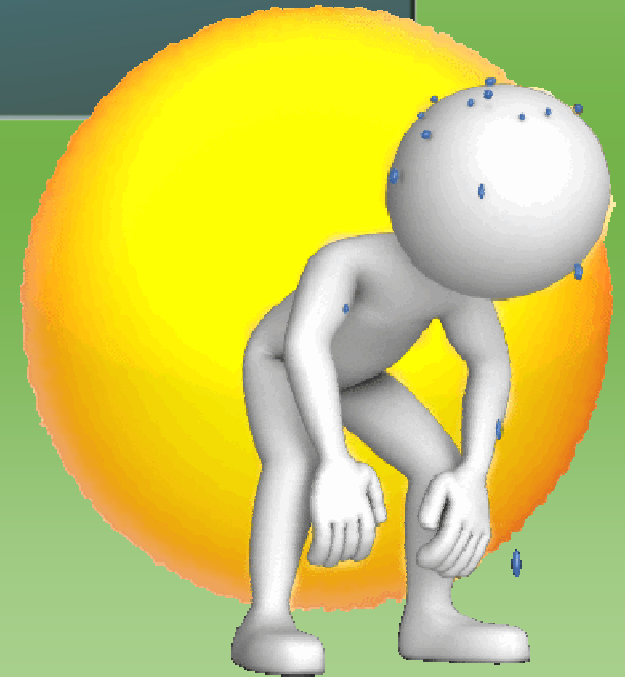
WORTH

Monetary Cost of a Service



VALUE

Extent to which a service's worth is perceived



Source: Linda Mazzoli ATC, PES

What is **Value**?

Quality / Cost



THE VALUE EQUATION RECONSIDERED FOR HEALTH CARE

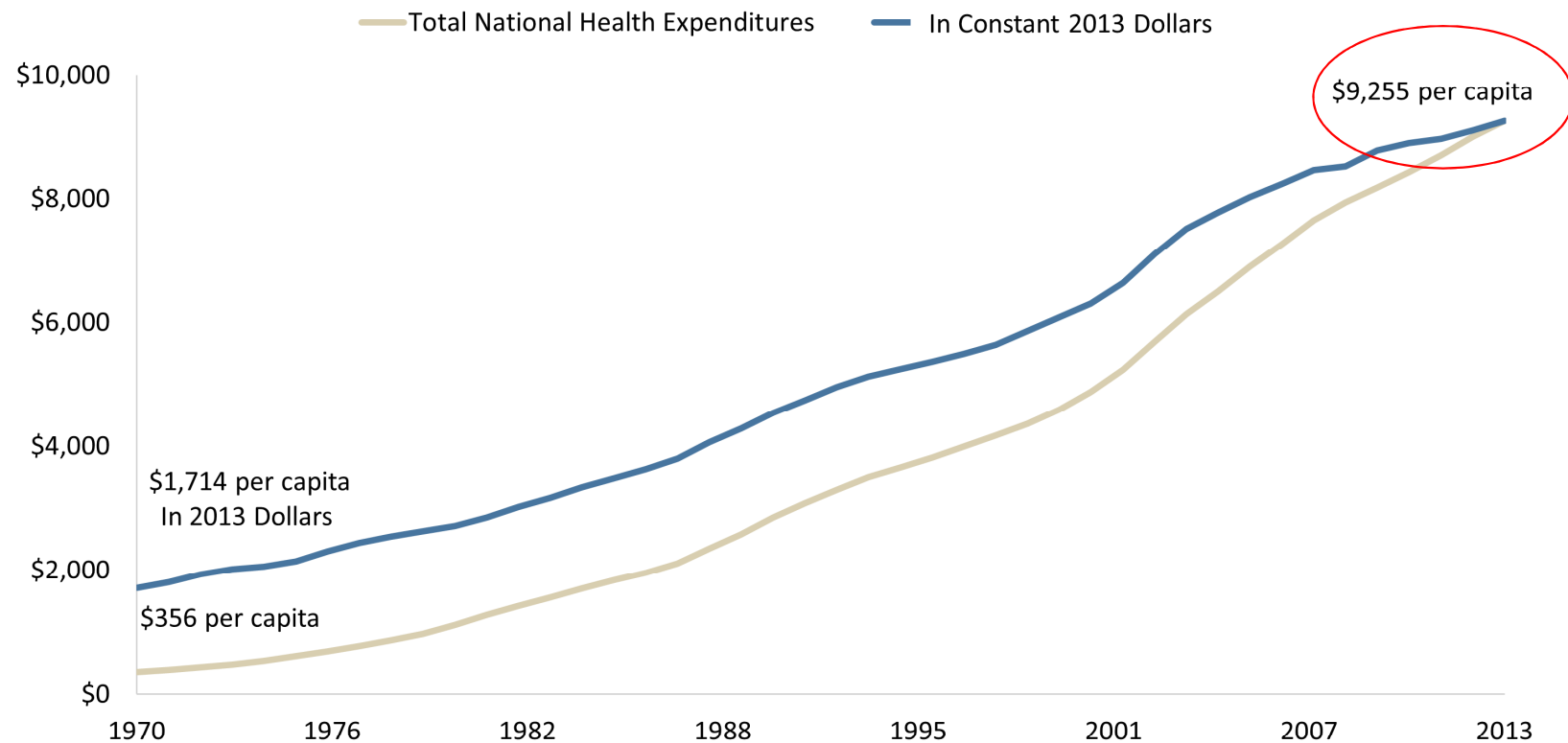
$$\text{Value} = \frac{\text{Quality}^*}{\text{Payment}^{**}}$$

*Patient outcomes + safety + experiences

** Cost to all purchasers & providers

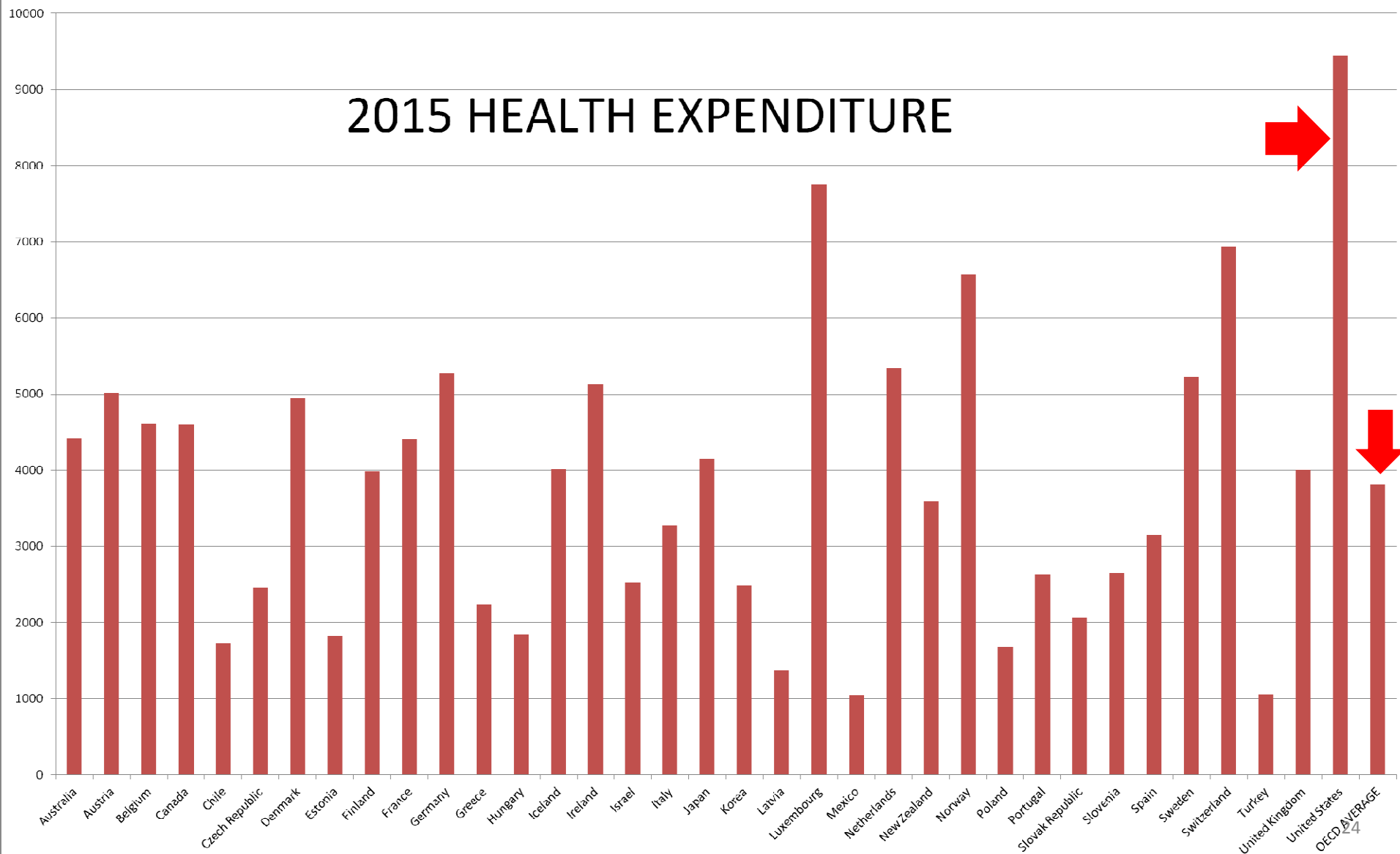
On a per capita basis, health spending has grown substantially

Total national health expenditures, US \$ per capita, 1970-2013



Source: National Health Expenditure (NHE) data from Centers for Medicare and Medicaid Services, Office of the Actuary, National Health Statistics Group

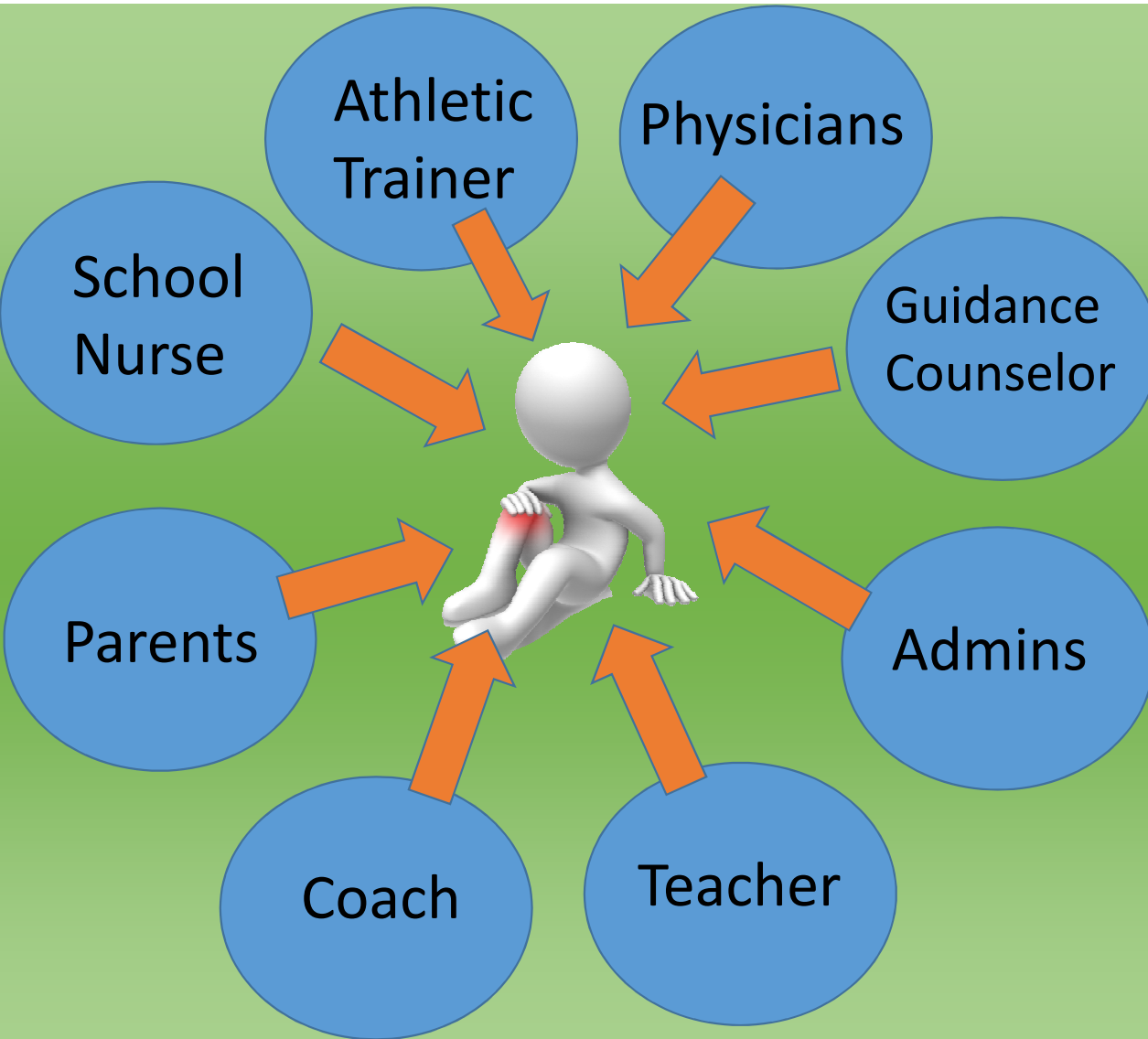
2015 HEALTH EXPENDITURE



Trends

- More Physician owned hospitals
- #1 revenue generator for hospitals—orthopedic surgeons
- #1 orthopedic procedure—joint replacements
- More US citizens insured

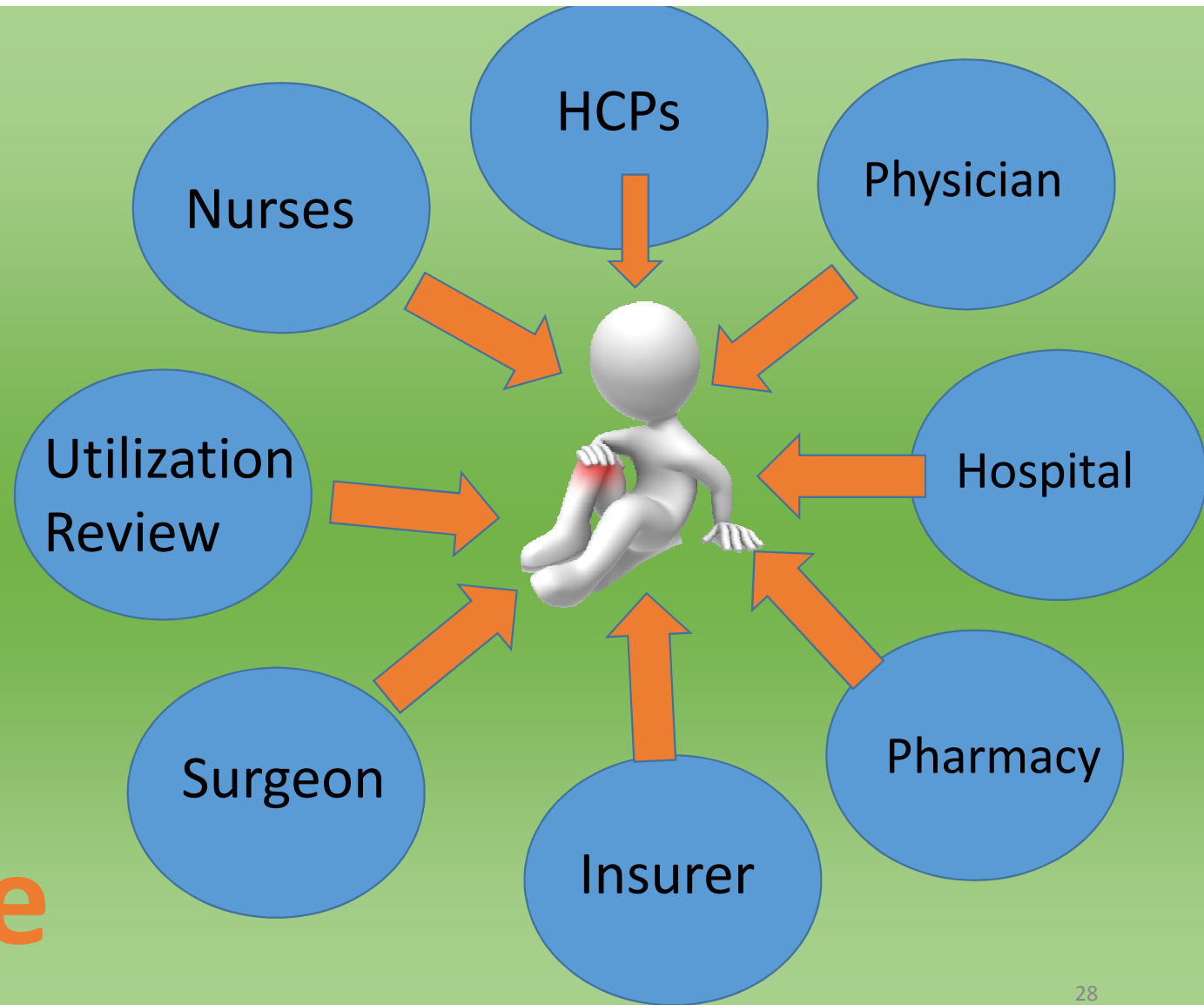
Team Based Healthcare

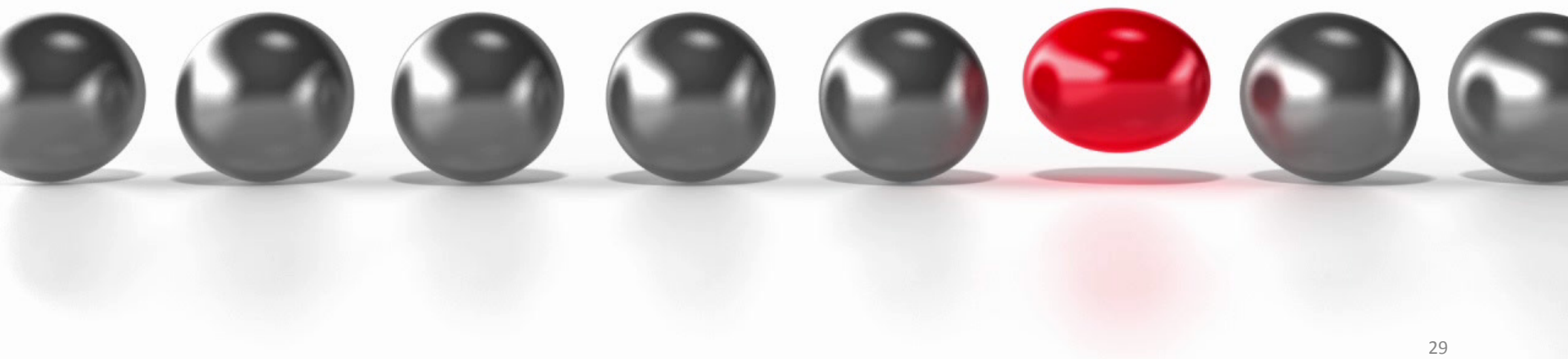


“Team-based health care is the provision of health services to individuals, families, and/or their communities by at least two health providers who work collaboratively with patients and their caregivers—to the extent preferred by each patient—to accomplish shared goals within and across settings to achieve coordinated, high-quality care.”

Institute of Medicine
of the National Academies

Patient Centered Healthcare





Demonstrating Your Value

- Data Collection
 - Patients seen
 - Hours worked
 - Treatments provided
- ROI--\$\$\$
- Value Models
- Advocacy
- Outcome Surveys



OUTCOMES SURVEYS

- LEFS
- UEFS
- DASH
- Modified Dash
- Oswestry

THE UPPER EXTREMITY FUNCTIONAL INDEX (UEFI)

We are interested in knowing whether you are having any difficulty at all with the activities listed below because of your upper limb problem for which you are currently seeking attention. Please provide an answer for **each** activity.

Today, do you or would you have any difficulty at all with:

(Circle one number on each line)

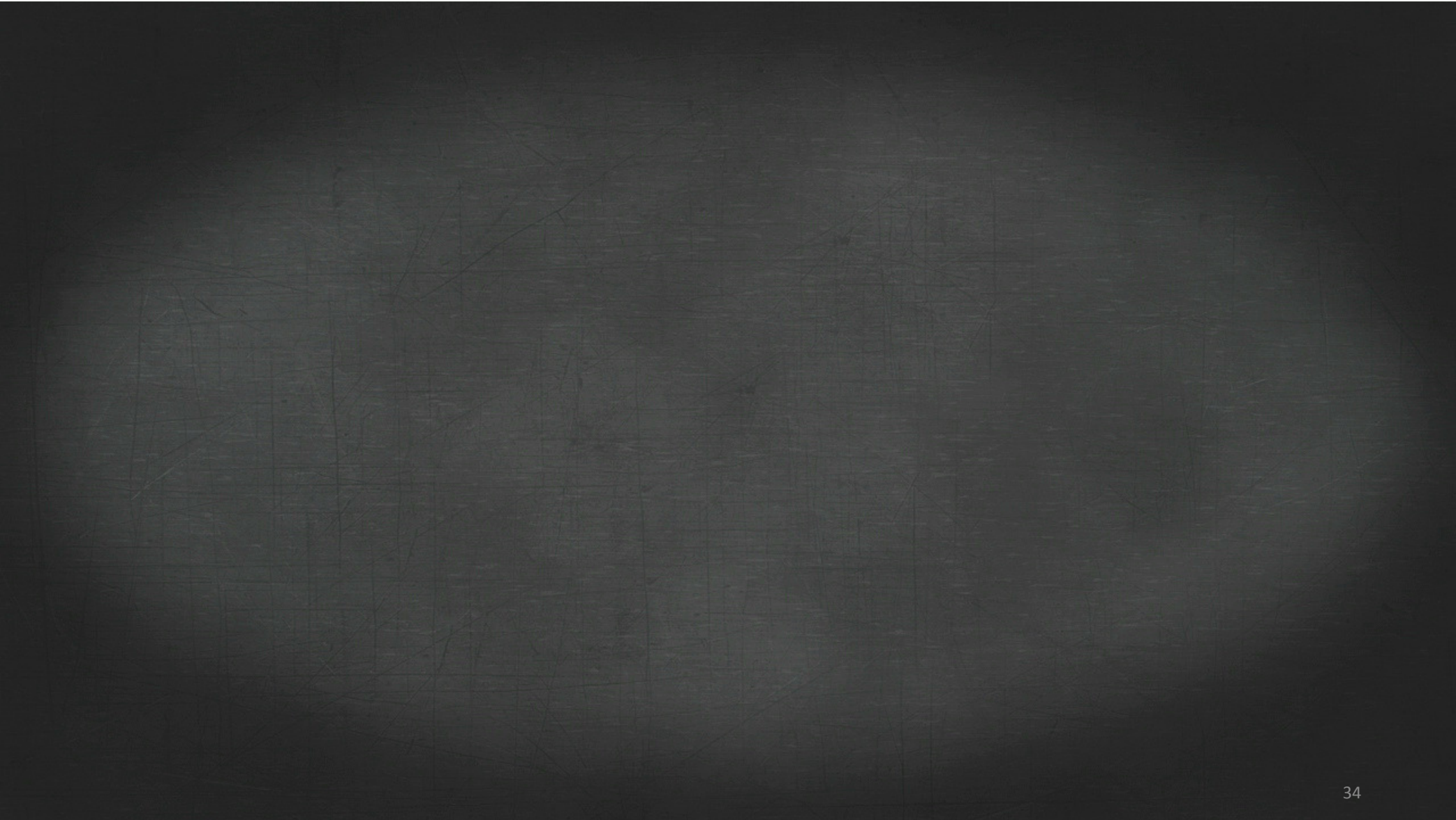
	Activities	Extreme Difficulty or Unable to Perform Activity	Quite a Bit of Difficulty	Moderate Difficulty	A Little Bit of Difficulty	No Difficulty
1	Any of your usual work, housework, or school activities	0	1	2	3	4
2	Your usual hobbies, re creational or sporting activities	0	1	2	3	4
3	Lifting a bag of groceries to waist level	0	1	2	3	4
4	Lifting a bag of groceries above your head	0	1	2	3	4
5	Grooming your hair	0	1	2	3	4
6	Pushing up on your hands (eg from bathtub or chair)	0	1	2	3	4
7	Preparing food (eg peeling, cutting)	0	1	2	3	4
8	Driving	0	1	2	3	4
9	Vacuuming, sweeping or raking	0	1	2	3	4
10	Dressing	0	1	2	3	4
11	Doing up buttons	0	1	2	3	4
12	Using tools or appliances	0	1	2	3	4
13	Opening doors	0	1	2	3	4
14	Cleaning	0	1	2	3	4
15	Tying or lacing shoes	0	1	2	3	4
16	Sleeping	0	1	2	3	4
17	Laundering clothes (eg washing, ironing, folding)	0	1	2	3	4
18	Opening a jar	0	1	2	3	4
19	Throwing a ball	0	1	2	3	4
20	Carrying a small suitcase with your affected limb	0	1	2	3	4
Column Totals:						

Minimum Level of Detectable Change (90% Confidence): 9 points

SCORE: ____/80

Source: Stratford PW, Binkley JM, Stratford DM (2001): Development and initial validation of the upper extremity functional index. Physiotherapy Canada. 53(4):259-267.

*The Buntanicks/Assessment of Athletic
Comparison of the Effect of Medical
Practiced by Certified Athletic Trainers
Assistants versus Certified Athletic Trainers
in Orthopedic Practice
on Patient Volumes and Revenue
2014 Analysis of Athletic Training
Generation in a Sports Medicine Practice
2013 Journal of Medical Practice Management
Sports Health
Marjorie J. Albohm and Gary B. Wilkerson
Hajart A, Pecha F, Hasty M, Burfeind S,
Greene J, Xerogeanes J, Karas S, Himes M,
Pecha F, Mines B.*





How do we Make _____ Happen?



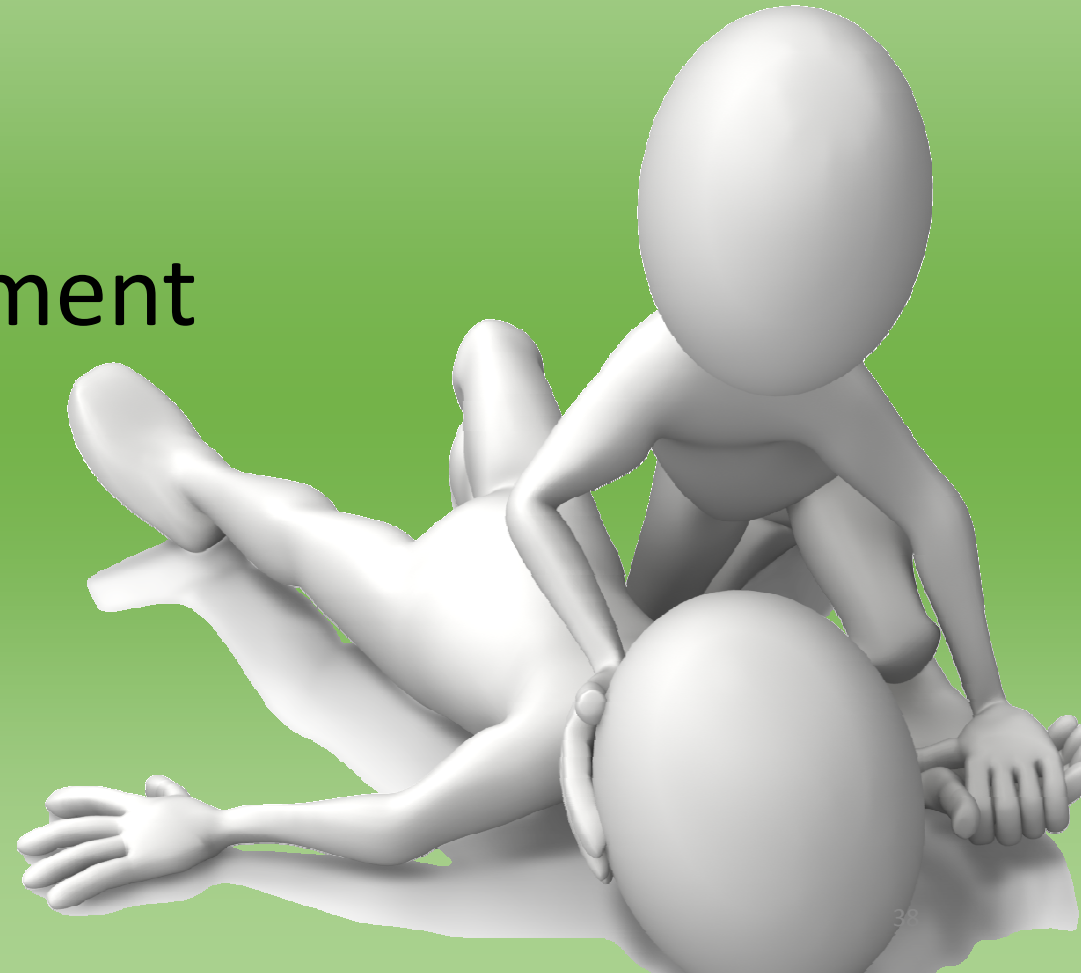
- Higher salaries
- Improved job conditions-staffing, hours, budget, etc.
- 100% saturation in high school, middle school, club sports
- ATs report to HCPs, not coaches
- ATs are THE voice for college athletes' healthcare
- Improved credibility
- Insurance payer recognition



HOW?
Focus on our Value!

Expertise

- Prevention
- Concussion Management
- Return to Play
- Emergency Care
- Rehabilitation



Prevention

- Risk Mitigation
- FMS
- Medical Clearance
- Strengthen & Conditioning

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Continuum of Care

- Injury Prevention
- On site evaluation
- Referral source
- Referral
- Retention
- Only **OPPORTUNITY** who sees their patients throughout the entire continuum of care

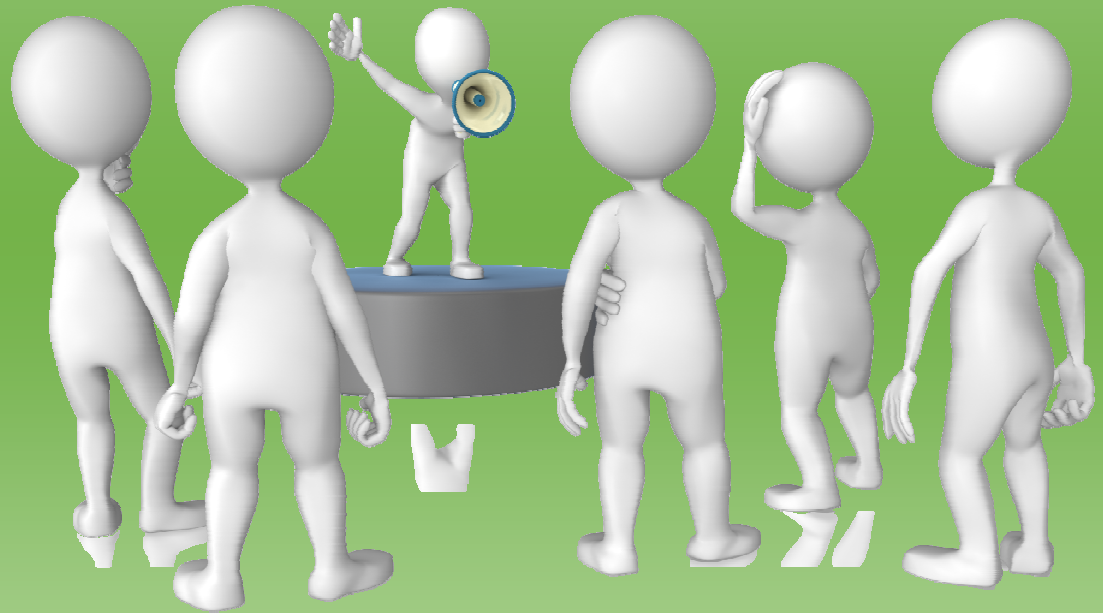
Per AMA President

- Mid-level provider shortage
- By 2025, shortage 206,000

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- Strategic Alliance
- NATA PAC
- Calls to Action
- NATA Athletic Training Month
- Capitol Hill Day
- Safe Sports Schools
- NFL AT Initiative
- At Your Own Risk
- Legislative Grants
- Regulatory
- Atlas Project
- Youth Sports Safety Alliance/Summit

Advocacy



- Embrace Value Based Healthcare
- Identify Opportunities
- Take Advantage of Opportunities
- Demonstrate Patient Outcomes
- Demonstrate your value!



Healthcare Reform Workgroup



- Athletic Trainers
- Physicians
- Insurance
Representatives
- Regulatory
Agencies

Accountable Care Organizations



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- Patient
- Duplication of care
- More Cost effective
- Coordinated among HCPs

5 Key Functions of Medical Home

- Comprehensive Care
- Patient Centered
- Coordinating
- Available Services
- Quality & Safety

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Rural Based Healthcare

Primary Care

Providers

Through

Community

Care

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How do we bridge
the gap?

Secondary Schools

- Foundation of Adv. Tech. Schools
- 70% of Sec. Schools have access
- 37% of Sec. Schools have FT AT
- Needs to be 100%

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College/University

- Voice of athlete health
- Small college/university must have similar resources
- Medical
- Tie to healthcare
- Foundation of Advocacy continued

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How Can You Make _____ Happen?

- NPI
- Functional outcome support
- Appropriate documentation
- Healthcare financing
- Professional attire & behavior
- Evidence-based Practice
- Inter-professional Education
- International

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And.....

- Medical Model (College, Secondary School)
- AT in EVERYWHERE, club, rec. sports
- Outreach
- Leadership Call to Action
- Healthcare Reform Workgroup

OPPORTUNITY

A close-up photograph of a smooth, red wooden ball resting on a dark, textured wooden surface. The ball is positioned on the left side of the frame, and its surface reflects light, showing a bright highlight. The background is a blurred wooden surface. Overlaid on the right side of the image is the text "The real opportunity is next time, not last time." in a white, sans-serif font.

The real opportunity is
next time, not last time.

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